

UNIVERSIDAD DEL VALLE
FACULTAD DE HUMANIDADES
ESCUELA DE CIENCIAS DEL LENGUAJE
LECTURA DE TEXTOS ACADÉMICOS EN INGLÉS

Name: _____

Code: _____ **Date:** _____

RESPONDER EN ESPAÑOL DE ACUERDO CON LA LECTURA:

The Importance of Marketing

- I. NOUN PHRASES
 - A. Give the Spanish equivalents of the underlined noun phrases.
 - B. Identify at least ten more of them and give their Spanish equivalents. Each one must be composed by at least four words.
- II. CONNECTIVES
Identify them in the reading and tell the two linked ideas.
- III. REFERENTS
Identify them in the reading and tell what each expression refers to.
- IV. RHETORICAL FUNCTIONS
From the reading give a sample of each one and tell the page and line where it begins:
 - A. ARGUMENTATION) (page __, line __)
 - B. CAUSE-AND-EFFECT RELATIONSHIPS (page __, line __)
 - C. CLASSIFICATION (page __, line __)
 - D. COMPARISON (page __, line __). Suggestion: draw a comparative table.
 - E. DEFINITION (page __, line __)
 - F. DESCRIPTION (page __, line __)
 - G. GENERALIZATIONS (page __, line __)
 - H. INSTRUCTIONS (page __, line __)
- V. SCANNING
Answer in Spanish according to the adjoining text
 - A. Why does the author say that marketing is tricky?
 - B. Why does the author say that exchange is a value-creating process?
 - C. Give an example of a barter transaction
 - D. Why is it important to have a law of contracts?
 - E. Give an example of a behavioral response elicited from another party
- VI. READING COMPREHENSION
Explain the following expressions in the text:
 - A. "Position to put marketing on a more equal footing with other C-level executives" (page 1, line 5).
 - B. "Selling is only the tip of the marketing iceberg" (page 2, line 10).
 - C. "In the factory, we make cosmetics; in the store we sell hope" (page 4, line 33)

Please help to save a tree. For your answers use the back side of this worksheet!

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